

Appendix IV: Competition Overview

Summary

Journal of British Studies subscription cost is very competitively priced. The table below sets out cost per page comparison of leading journals in the fields related to *Journal of British Studies*. The *Journal of British Studies* is among the lowest priced publications.

We would ask the *Journal of British Studies* staff to review the following list and inform UCP as to which journals they would consider to be true competitors. We welcome any input regarding the market context of *Journal of British Studies*.

Price per page, Individual		Price per page, Institutional	
Journal	\$/page	Journal	\$/page
<i>Journal of Social History</i>	\$0.03	<i>Journal of Social History</i>	\$0.09
<i>Journal of British Studies</i>	\$0.04	<i>Victorian Studies</i>	\$0.13
<i>Victorian Studies</i>	\$0.06	<i>Journal of British Studies</i>	\$0.16
<i>Past and Present</i>	\$0.09	<i>18th Century Studies</i>	\$0.17
<i>Historical Journal</i>	\$0.09	<i>History Workshop Journal</i>	\$0.22
<i>18th Century Studies</i>	\$0.07	<i>Historical Journal</i>	\$0.24
<i>History Workshop Journal</i>	\$0.10	<i>Past and Present</i>	\$0.25
<i>Journal of Imperial and Commonwealth History</i>	\$0.11	<i>Journal of Imperial and Commonwealth History</i>	\$0.45

The table on the following page provides more detailed information on competing journals.

Journal of British Studies Competition

Journal	Pub.	Est.	Spon.	Iss./yr	Pp/yr	Circ	Online?	Subscription Rates				\$/page					
								P & E		P only		E only		P & E		P only	
								Ind	Inst	Inst	Inst	Ind	Inst	Inst	Inst		
<i>Journal of Social History</i>	George Mason	1967	n/a	4	1034	1,500	Project Muse	\$35.00	\$97.00			\$0.03	\$0.09				
							Stu	\$25.00				\$0.02					
<i>Victorian Studies</i>	IUP	1957	n/a	4	740	3,000	Yes	\$42.50	\$98.00			\$0.06	\$0.13				
						1480		2 yr sub	\$76.50			\$0.05					
<i>History Workshop Journal</i>	OUP	1976	n/a	2	613	1,900	Yes	\$59.00	\$136.00	\$129.00	\$122.00	\$0.10	\$0.22				
							members	\$47.20				\$0.08					
<i>Past & Present</i>	OUP (PPS)	1952	P&PS	4	860	3,500	Yes	\$76.00	\$217.00	\$205.00	\$196.00	\$0.09	\$0.25				
							Spec.	\$38.00	\$42.00	\$40.00		\$0.04	\$0.05				
							members	\$60.80				\$0.07	\$0.00				
<i>Historical Journal</i>	CUP	1923	n/a	4	1163	1,500	Yes	\$99.00	\$280.00	\$250.00	\$242.00	\$0.09	\$0.24	\$0.21	\$0.21		
<i>18th Century Studies</i> ¹	JHUP (ASECS)	1967	ASECS	4	648	3,666	Project Muse	\$45.00	\$110.00			\$0.07	\$0.17				
							Stu	\$30.00				\$0.05					
							Non-mem	\$35.00	\$136.50	\$105.00	\$94.50	n/a	\$0.21	\$0.16	\$0.15		
<i>Journal of British Studies</i>	Chicago	1961	NACBS	4	1,400	1,539	Yes	\$62.00	\$220.00			\$0.04	\$0.16				
<i>18th Century Studies</i> ¹	JHUP	1967	ASECS	4	648	3,666	Project Muse	\$45.00	\$110.00			\$0.07	\$0.17				
							Stu	\$30.00				\$0.05					
							Non-mem	\$35.00	\$136.50	\$105.00	\$94.50	n/a	\$0.21	\$0.16	\$0.15		
<i>Journal of Imperial & Commonwealth History</i>	Frank Cass Publishers	1972	n/a	3	627	530	No	\$68.00	\$285.00			\$0.11	\$0.45				

Note

1. *Eighteenth Century Studies* individual subscription rate (=ASECS mem) is graded by income range: \$50, 65, and \$75 with 13 further categories and rates (e.g., student, emeritus, joint, life, etc.).